



DISTRICT SEVEN COMMUNITIES

Allied Gardens

Alvarado Estates

Chollas Creek

Colina del Sol

College Area

Del Cerro

El Cerrito

Fox Canyon

Grantville

Islenair

MCAS Miramar

Oak Park

Rancho Encantada

Redwood Village

Rolando Park

Rolando Village

San Carlos

SDSU

Tierrasanta

The Emerald News

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As a dedicated consumer advocate I am still steaming over the campaign of misinformation and downright fear mongering over the Council's recent vote on Super Centers. For the record: The City of San Diego is not banning Walmart stores. We are not discouraging them from building in San Diego. And none of us on the City Council is trying to limit where consumers may shop.

Here is what the recent Super Center vote accomplished: The Council instructed retailers who wish to build stores of more than 90,000 square feet, with more than 10% of the floor space dedicated to non-taxable goods (food and pharmaceuticals), to provide an Economic Impact Report. That study looks at how a super center would be likely to impact smaller businesses within a five mile radius. And how the super center business model would impact area traffic, public safety, and the quality of life in adjoining neighborhoods.

This Economic Impact Report would be used along with Environmental Impact Reports, Community Planning Group recommendations, staff evaluations, and established law to assist your elected officials who ultimately have the responsibility to approve or reject land use in the city. That has been the job of the City Council since our City was formed. That's it. No Bans. No Bullying Consumers. Just asking for the information retailers already collect to determine what impact they will have on the existing neighborhoods, business, and community character.

I voted for this new policy because I want to make sure you, your kids, and grandkids have choices in the future. That you're not stuck shopping at one or two super stores that have gobbled up the competition, the neighborhood markets, and small owner-operated businesses which provide core customer services that super stores won't provide.

Small business has always been the backbone of our nation and our capitalistic foundation, and from time to time government has acted on its behalf. Teddy Roosevelt, the Trust Buster, said, **"We demand that big business give people a square deal; in return we must insist that when anyone engaged in big business honestly endeavors to do right, he shall himself be given a square deal."**

Instead of working with us to protect neighborhood businesses and consumer shopping choices, Walmart spent nearly \$1,000,000.00 to silence anyone who dared to question the impact of the super center business model or slow the march of their juggernaut. With that much money they could have paid for one of the required reports and had enough left over to house 400 homeless people for six months. Or better yet, they could have instituted a discount program for our neediest consumers, the very people they targeted with their scare tactics.

Remember, those who protest the loudest and posture to dominate the discussion do so to get what THEY want, by any means possible. In this case, they're misleading you, the consumer, and bullying your elected representatives who stand up for your consumer rights and the quality of life in your neighborhood. The bullies advocate for themselves, not you.

If you have any doubts, just look around. Any Walmarks shuttering their doors, hanging "going out of business" signs? Nope! And they won't. San Diego's a cash cow for them. And that's okay... as long as this City makes sure other businesses aren't shut out and that you still have a choice of where to spend your hard-earned cash.

Thank you for listening, Marti

Community Representatives



Marisa Berumen

Allied Gardens, Del Cerro,
and Grantville
(619) 236-7754
mberumen@sanidiego.gov



Cynthia Harris

El Cerrito, City Heights,
and Fox Canyon
(619) 533-5897
charris@sanidiego.gov



Kim Nguyen

San Carlos, Tierrasanta,
MCAS Miramar, and
Rancho Encantada
(619) 236-7042
knguyen@sanidiego.gov



Chris Pearson

Redwood Village, Rolando
Park, Rolando Village, and
Oak Park
(619) 236-6677
cpearson@sanidiego.gov



Tim Taylor

College Area and
Alvarado Estates
(619) 533-4774
ttaylor@sanidiego.gov



Geni Cavitt

Media, Community News
and Events, and The
Emerald News
(619) 236-7038
gcavitt@sanidiego.gov

No More Back-Room Deals

In late October, Councilmember Marti Emerald put the Centre City Development Corporation (CCDC) on notice that she will not approve further spending downtown until an agreement is reached to return \$31 Million in tax increment to the Grantville Redevelopment Project Area in District 7.

CCDC was in front of the City Council explaining the history of a back-room deal in Sacramento that allowed the lifting of the cap on tax increment collections for downtown San Diego. Upon hearing of the secret deal, the City Council, acting as the Redevelopment Agency board, directed the Mayor to come forward with an explanation of why they were kept in the dark during legislative negotiations in Sacramento.

Councilmember Emerald made it clear that secret deals are what got this city into trouble in the past and she will not tolerate this behavior going forward.

Councilmember Emerald further explained that she was an early supporter of Senate Bill 93, sponsored by San Diego State Senator Christine Kehoe. The Governor signed the Bill into law, closing a loophole that allowed redevelopment money generated in one area to be transferred to another.

That's what happened in Grantville. A legal settlement with the County transferred more than \$31 Million from the Mission Gorge-area community to downtown San Diego, prompting a private lawsuit and the State legislation.

Councilmember Emerald says, "Redevelopment revenues should stay in the communities that generate them—to protect the integrity of the redevelopment process and allow less affluent, older communities to improve their quality of life".

Meet Our Newest Troubleshooter



Tim Taylor is the newest Troubleshooter on Councilmember Marti Emerald's team, and will be representing the College Area and Alvarado Estates.

Tim moved to San Diego to attend San Diego State University, where he earned a graduate degree in City Planning. His background includes working for the Cities of Escondido, Poway, and Santee, as well as the County of San Diego.

"I have always been a strong believer in community service and am looking forward to the opportunity to work for the people of District 7," said Taylor.

Tim loves baseball, especially the Padres; he spends his spare time hiking, backpacking, traveling, and dining in local restaurants.

Tim and his wife Susan live in Tierrasanta. They have 2 grown children, Luke and Gina.

Councilmember Marti Emerald's City Website:

<http://www.sandiego.gov/citycouncil/cd7>

Neighbors Helping Neighbors

A heartfelt thank you from Redwood Village to the volunteers from the 1st Assembly of God Church on Phyllis Place. This group of volunteers was a big help with the clean-up of landscaping at College Avenue and Rock Street. They also cleaned up the front yard of a foreclosed property and assisted an older community member with her front yard. All this was accomplished during a 4 hour period. This group of volunteers tackled the difficult job with gusto and plans to return to the neighborhood for more projects.



College Ave. & Rock St.

MARTI EMERALD'S GOALS



*Improve Public Safety

*Create Jobs

*Restore Trust in City
Government

December Celebrations

How did December get here so quickly? 2010 flew by, and, before we know it, we'll ring in a new year. Most major religions celebrate a significant holiday this month: Chanukah, Christmas, and Kwanzaa, celebrating light, birth, unity, faith, and purpose. The signs are everywhere and you may notice that some people seem just a little nicer to each other this time of year.



Chanukah is early this year: December 1-9. The Winter Solstice, on Tuesday, December 21st, officially marks the beginning of winter. And it means the days will gradually grow longer.



The hustle and bustle of the Christmas shopping season will end on the 24th, just in time for Christmas Day. Kwanzaa begins on the 26th and takes us to the new year. And, ready or not, it'll be time to make our resolutions for 2011.

However you celebrate this month, remember: the greatest gift is not in a store or under a tree; it rests quietly in your heart. The greatest gift is the gift of love. Happy Holidays from Team Emerald.



Getting the Job Done... Constituent Comments

Fixing Broken Sidewalks "Thank you for beautifying our neighborhood and making our sidewalks safer for our children." Christina Fenimore, El Cerrito

Speedy Repair of a Broken Signal Light "Everything is fine at Waring & Zion thanks to your action. We crossed the intersection this morning and the 'voice' gave us a full 23-seconds to cross. Signe and I both appreciate it and I'm sure many others who use this intersection, too." John and Signe Seal, Allied Gardens



Councilmember

Marti Emerald

reminds you to
keep safety in mind
with your Christ-
mas trees. Even if
the lot where you
purchase your tree
cuts the bottom of
the trunk, cut it
again when you get
it home and put
the tree in water
immediately.
Check the water
level daily and after
the holidays don't
forget to recycle
your tree.

December Community Events

San Diego Food Bank's Holiday Food Drive now through 12/31. Look for the big red barrels all over the City—including here at City Hall—or log onto: www.sandiegofoodbank.org.

Fall and Winter Water Conservation Regulations began November 1st. Residents may irrigate their yards before 10am or after 4pm 3 days a week through May 31st. For more information: <http://www.sandiego.gov/water/conservation/drought>.

Harriet Tubman Village Charter School Neighborhood Brunch & Work Party Sat 12/4 10am - 3pm. The Saranac-Mohawk Community is organizing a clean-up project for their elementary school. You can volunteer for 10 minutes or 2 hours.

Rolando Community Council Book Sale Sat 12/4 8am - 4pm in the Rite-Aid parking lot, corner of Art St. and El Cajon Blvd.

Pearl Harbor Day Tue 12/7 5:30pm. Special dinner honoring Pearl Harbor Survivors, Mission Valley VFW Post 3787, 4370 Twain Ave. The VFW and the Auxiliary will present awards to their Teacher of the Year, Voice of Democracy essay winner, and Patriots Pen Award. For more information: www.vfwpost3787.com.

Senior Affairs Advisory Board Forum Wed 12/8 11am. College Avenue Older Adult Center, 4855 College Ave. For more information: www.jfssd.org

Tree Lighting Thu 12/9 6pm at the Triangle - Zion Ave. and Waring Rd. Lewis Middle School Choir will perform. Please park at the Benjamin Library or Foster School. For more information: www.alliedgardens.org.

13th Annual Allied Gardens Annual Holiday Festival & Fri 12/10 7pm, Lewis Middle School, 5170 Greenbrier. School choir and students with dramatic readings will perform. For more information: www.alliedgardens.org.

City Heights Human Rights March & Festival Sat 12/11 2 - 4pm. Meet at Colina Park (52nd and Orange Ave) and march to Hoover High School 4474 El Cajon Blvd. For more info, call Trinh Le (858) 945-3721.

Redwood Village Community Christmas Caroling - Sat 12/18 6:45pm. Meet at Darnell Elementary. Caroling will take place along Hughes St, Jodi St, and Demus St. Songbooks will be provided. Bring a candle or flashlight, dress in festive clothing and, if you play a musical instrument, bring it along. Hot chocolate and cookies will be provided. RSVP by 12/11 at (619) 889-2842 or www.redwoodvillagecc.org.

San Diego Christian Film Festival 12/27-30. Lawrence Family JCC, 4126 Executive Drive. Free Parking. For film selections and schedules, log onto: www.sdchristianfilmfestival.com

